

### **ABSTRACT OF THE DISCLOSURE**

A virtual shopper devices and methods are provided for presenting to a user an image display of the user wearing an item. The virtual shopper device has an image display, a sensor for sensing signals from a tracking memory  
5 associated with the item, a memory device containing personal profile information for the user including at least one dataset composed of user fit data and user image data and a user input device for at least activating a function to present an image of the user wearing the item. A controller is also provided and is adapted to retrieve item fit data and item image data for the item from a database, to generate  
10 a display image simulating the appearance of the item as worn by the user, said display image being generated based upon the item fit data, the item image data, the user fit data and the user image data and to cause the image display to present the generated image.